

ABSTRACT OF THE DISCLOSURE

A method and mechanism for facilitating product purchases in an interactive television system. A programming stream is conveyed from a broadcast station to a receiver. In addition to the programming content, the stream which is broadcast has been tagged with information describing products and services which may be purchased. Upon presentation of an advertisement, movie, or other television program, an indication such as an icon may be presented to a viewer indicating that product or service information is available. A viewer may select the icon and store the corresponding product or service information in a virtual shopping cart or shopping list. The receiver may present the virtual shopping cart containing viewer selections on a virtual channel. A viewer may tune to the virtual channel and interact with the virtual shopping cart in order to add, delete, or initiate the purchase of products or services. Subsequently, purchase requests may be conveyed via Internet or otherwise. In addition, the receiver may be configured to communicate with other devices, such as a handheld computing device.